



REPORT

THE CITY OF SAN DIEGO TO THE PARK AND RECREATION BOARD

DATE ISSUED: September 8, 2009 REPORT NO. 202

ATTENTION: Park and Recreation Board Agenda of September 17, 2009

SUBJECT: Park and Recreation Department FY 2009 Customer Satisfaction Survey Results

SUMMARY

THIS IS AN INFORMATIONAL ITEM ONLY. NO ACTION IS REQUIRED ON THE PART OF THE BOARD.

BACKGROUND

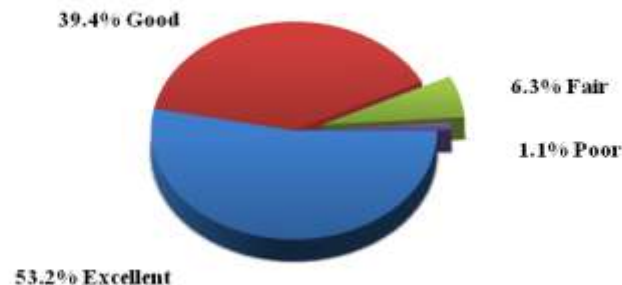
The Park and Recreation Department conducts annual customer satisfaction surveys to assist with effectively measuring the satisfaction level of our customers on programs, services and facilities. The survey also obtains information from the park users on their preferences and assists the Department with possible directions that can be taken in the future.

DISCUSSION

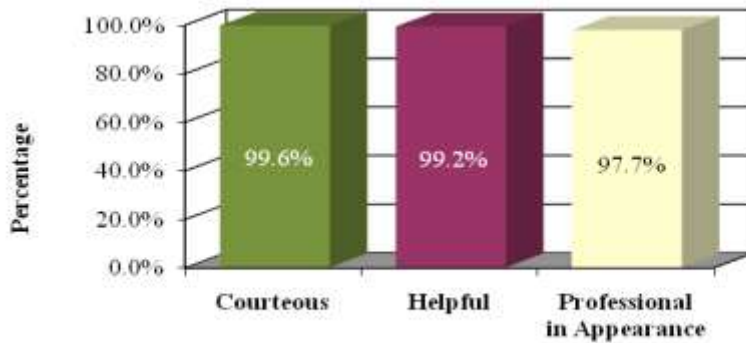
Results from the Park and Recreation Department's FY 2009 Customer Satisfaction Survey have recently been completed. Seven hundred and sixty-nine park users were surveyed in August and September of 2008 at various park sites throughout the City. A brief summary of the results is included in this report.

Users rated their experience with our park system as 92.6% excellent or good.

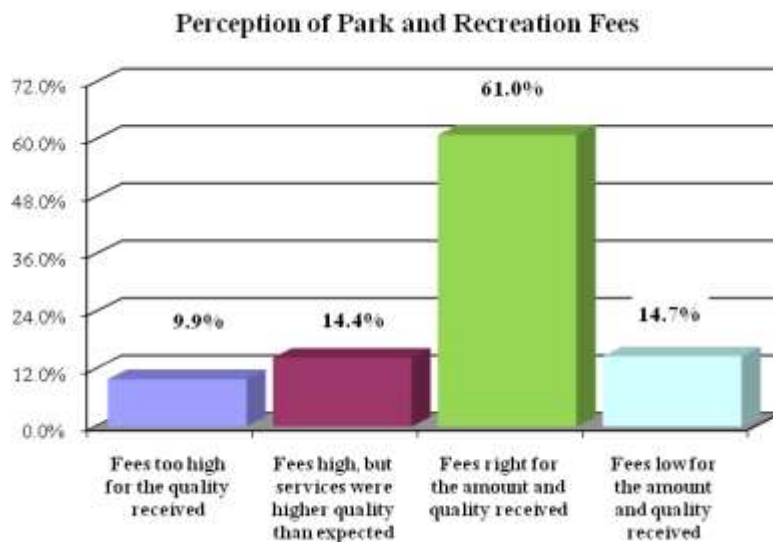
Overall Satisfaction with the Park System



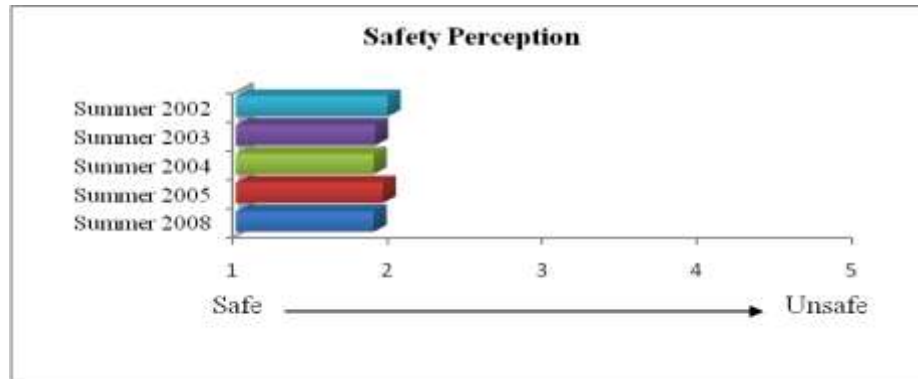
Our programs and facilities were rated 94.7% excellent or good. Park and Recreation staff was rated as 99.6% courteous, 99.2% helpful, and 97.7% professional in appearance.



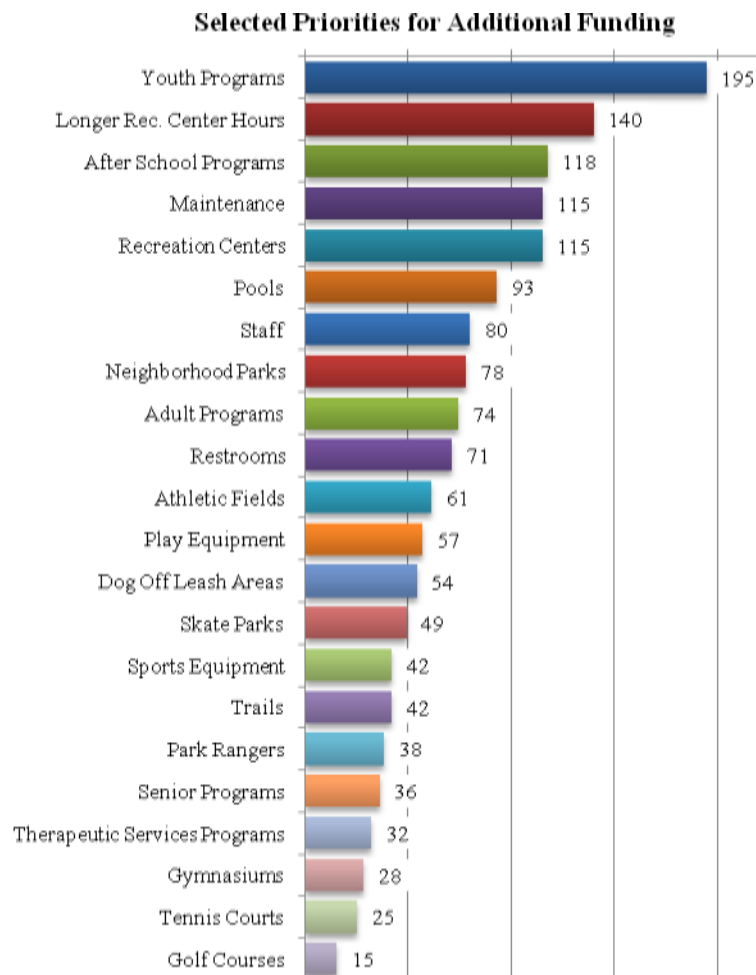
Park guests were asked if they would support an increase in park user fees to maintain current service levels. Over 56% of the respondents answered yes. Sixty-one percent of respondents felt that the fees that they pay are right for the amount and quality of services received.



Customers were asked to rate their feelings of safety in park and recreation areas on a scale of 1 to 5. The **lower** the rating number, the **safer** they felt. Overall they found themselves to be safe in park and recreation areas with an average rating of 1.89. This was a slight improvement from the last survey which showed an average rating of 1.95. The chart below reflects ratings from the last five year's surveys.



Park guests were asked to select their top 3 priorities for programs/services if additional funding was allocated toward park and recreation services. The top five answers in order of preference were: Youth Programs; Longer Recreation Center Hours; After School Programs; Maintenance; Recreation Centers; and, Pools.



The Fiscal Year 2010 Customer Satisfaction Survey will be distributed in August and September of 2009. Results should be available the beginning of the calendar year 2010.

We thank our staff, volunteers, and supporters for their efforts to consistently provide exceptional park facilities and services!

Respectfully submitted,

Stacey LoMedico
Park and Recreation Director

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SLM:PDJ